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Appl. No. 10/706,473 Amdt. dated September 9, 2006 Reply to Office action of March 21, 2006

## **Amendments to the Claims:**

The listing of claims will replace all prior versions, and listings, of claims in the application:

## Listing of Claims:

Claim 1-3 (canceled)

Claim 4 (currently amended): A [The] trigonal prism turning display device for advertisement comprising: six trigonal prisms arranged in a shape of a regular triangle, each of said six trigonal prisms having an advertising screen displayed on each of the three sides thereof; upper and lower turning discs for supporting said six trigonal prisms and rotating together with a main shaft; driving means mounted under said lower turning disc, for rotating said six trigonal prisms; a disc-shaped device supporting means mounted under said driving means and fixed to an [the] inner surface of a cylindrical housing at an [the] outer peripheral portion thereof, for supporting said main shaft and said driving means; and a motor disposed under said disc-shaped device supporting means in such a manner as to be connected to a [the] lower end of said main shaft by a coupler, wherein said main shaft is coupled to a [the] shaft of said motor through said coupler, at a [the] lower end thereof, is secured on a [the] central portion of said lower turning disc, [at the central portion thereof,] and is secured on a [the] central portion of said upper turning disc, (at the upper end thereof,) such that said upper and lower turning discs are rotated together with said main shaft that delivers the rotating force of said motor to said driving means; said cylindrical housing is made of a transparent acryl and includes [places] a fixing member that is adapted to fix said main shaft in a [the] central portion of an [the] upper surface thereof, said six trigonal prisms in an [the] upper portion thereof, said driving means in a [the] central portion thereof, and said motor in a [the] lower portion thereof; said driving means comprises: a base gear coupled to said main shaft through a bott that is fixedly installed on a [the] central portion of said device supporting means [part]; a pair of crankshaft gears engaged with said base gear at intervals of 180° in a rotating direction of said base gear; a pair of connecting rods fixedly mounted at [the] margins of crank connecting discs that are secured on lower surfaces of said crankshaft gears; a pair of crankshafts connected to frontal ends of said connecting rods; a pair of partial gears fixed on said crankshafts at rotating central portions thereof; first and second trigonal prism power transmission gears engaged with said partial gears at a lower portion thereof so as to be rotated as said partial gears are rotated; first trigonal prism turning gears that are engaged at intervals of 120° with said first trigonal prism